

Subject: Re: Next On Sixth Grand Opening
From: Julie Fornaro <jfornaro@newgroundco.com>
Date: 11/07/2017 10:37 AM
To: Wilshire Center BID <info@wilshirecenter.com>
CC: Dustin Storey <dustin@centurywestpartners.com>

Hi Michael, are you thinking of using that article in your newsletter? I have some concerns about you doing that because there are copyrights on news articles and you could potentially get in trouble. I think it's better if I create one for you of the same length and you use that instead. Sound good?

Julie Fornaro
NewGround PR & Marketing
562.587.3957

On Nov 7, 2017, at 10:31 AM, Wilshire Center BID <info@wilshirecenter.com> wrote:

Hi Julie,

This article is actually the perfect length: <https://nextonsixth.com/2017/10/century-west-holds-next-sixth-grand-opening/>

Thank you,
Michael Russell
Executive Director
Wilshire Center Business Improvement District (WCBID)
mike@wilshirecenter.com
www.wilshirecenter.com
facebook.com/wilshirecenter
IG: @WilshireCenterBID
213-487-7003
3600 Wilshire Blvd., Suite 1032
Los Angeles, CA 90010

On Nov 7, 2017, at 7:25 AM, Julie Fornaro <jfornaro@newgroundco.com> wrote:

Hello Michael, how long does the article need to be in length? I can probably work from our press release and turn it into a shorter article. Let me know, thanks!

Julie Fornaro
NewGround PR & Marketing
562.587.3957

On Nov 6, 2017, at 4:28 PM, Dustin Storey
dustin@centurywestpartners.com wrote:

Julie,

Are you able to assist with Michael's request below from the PR article that your team wrote for us? Thank you so much

<image001.gif>

From: Wilshire Center BID [mailto:info@wilshirecenter.com]

Sent: Monday, November 6, 2017 4:14 PM

To: Dustin Storey <dustin@centurywestpartners.com>

Subject: Next On Sixth Grand Opening

Hi Dustin,

I'm looking for an article for our WCBID newsletter that needs to go out this week.

Do you have a write up on the Next on Sixth Grand Opening event that I could use?

Hope all else is well.

Thank you,

Michael Russell

Executive Director

Wilshire Center Business Improvement District (WCBID)

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